



PTO/SB/21 (09-04)

Approved for use through 07/31/2006. OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

IFW

**TRANSMITTAL  
FORM**

(to be used for all correspondence after initial filing)

Total Number of Pages in This Submission

Application Number

10/690,328

Filing Date

October 21, 2003

First Named Inventor

Elbaz et al.

Art Unit

2171

Examiner Name

Unknown

Attorney Docket Number

53051/288071

**ENCLOSURES (check all that apply)**☐ Fee Transmittal Form☐ Fee Attached☐ Amendment / Reply☐ After Final☐ Affidavits/declaration(s)☐ Extension of Time Request☐ Express Abandonment Request☒ Information Disclosure Statement☐ Certified Copy of Priority Document(s)☐ Reply to Missing Parts/  
Incomplete Application☐ Reply to Missing Parts  
under 37 CFR1.52 or 1.53☐ Drawing(s)☐ Licensing-related Papers☐ Petition☐ Petition to Convert to a  
Provisional Application☐ Power of Attorney, Revocation  
Change of Correspondence Address☐ Terminal Disclaimer☐ Request for Refund☐ CD, Number of CD(s) \_\_\_\_\_☐ Landscape Table on CD☐ After Allowance Communication to TC☐ Appeal Communication to Board  
of Appeals and Interferences☐ Appeal Communication to TC  
(Appeal Notice, Brief, Reply Brief)☐ Proprietary Information☐ Status Letter☒ Other Enclosure(s)  
(please identify below):

-Form PTO/SB/08 (2 pages)

-16 Documents

-Return Receipt Postcard

**Remarks****SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT**

Firm

Kilpatrick Stockton LLP

Signature

Printed Name

Michael J. Turton

Date

November 24, 2004

Reg.  
No.

40,852

**CERTIFICATE OF TRANSMISSION/MAILING**

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.

Signature

Typed or printed name

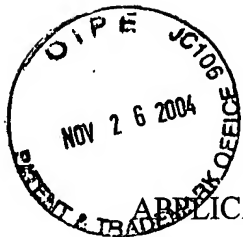
Emily Guida

Date

November 24, 2004

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS: Elbaz et al.

SERIAL NO.: 10/690,328

GROUP ART UNIT: 2171

FILED: October 21, 2003

EXAMINER: Unknown

FOR: METHODS AND SYSTEMS FOR UNDERSTANDING A MEANING OF A  
KNOWLEDGE ITEM USING INFORMATION ASSOCIATED WITH THE  
KNOWLEDGE ITEM

ATTORNEY DOCKET NO.: 53051/288071

I hereby certify that this correspondence is being  
deposited with the United States Postal Service as  
certified first class mail in an envelope addressed to:  
Commissioner for Patents, P.O. Box 1450, Alexandria,  
VA 22313-1450, on November 24, 2004

*Emily A. Gudi*

DATE: November 24, 2004

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**INFORMATION DISCLOSURE STATEMENT**

Sir:

Pursuant to 37 C.F.R. §§ 1.56, 1.97, and 1.98, Applicant submits herewith on  
Form PTO/SB/08 a listing of documents known to the Applicant and/or his attorney.  
Applicant respectfully requests consideration of the cited documents and making the  
same of record in the prosecution of the above-identified application.

For several of the documents listed in "Non Patent Literature Documents," the  
date which is shown on the document is listed. Applicant makes no representation as  
to the publication date, if any, of the document. Copies of the documents are  
enclosed.

Applicant does not represent or admit that any document listed is prior art or material, and Applicant reserves the right to challenge any assertion that a document listed is prior art or material. Further, Applicant reserves the right to establish patentability over the listed documents.

It is respectfully requested that the references listed on the attached form PTO/SB/08 be expressly considered by the Examiner, made of record in the application, and appear among the "References Cited" on any patent to issue therefrom.

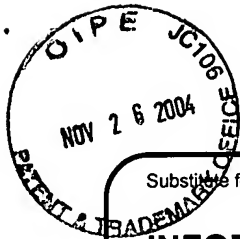
This Information Disclosure Statement ("IDS") is being submitted prior to the mailing of a first Office Action on the merits in this application. Accordingly, it is believed that no fees are due for consideration of this IDS. However, should any fees be due under 37 C.F.R. §1.16 or §1.17 or otherwise, the Commissioner is hereby authorized to charge these fees and any other additional fees which may be required during the entire pendency of this application, or to credit any overpayment, to Deposit Account No. 11-0855.

Respectfully submitted,



Michael J. Turton  
Reg. No. 40,852

KILPATRICK STOCKTON LLP  
1100 Peachtree Street, Suite 2800  
Atlanta, Georgia 30309  
404.815.6061  
Attorney Docket No.: 53051/288071



Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/PTO

## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 2

### Complete if Known

Application Number	10/690,328
Filing Date	October 21, 2003
First Named Inventor	Elbaz, et al.
Art Unit	2171
Examiner Name	Unknown
Attorney Docket Number	53051/288071

### U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number - Kind Code <sup>2</sup> (if known)			
	1	US- 6,453,315	09-2002	Weissman et al.	
	2	US- 6,421,675	07-2002	Ryan et al.	
	3	US- 6,324,519	11-2001	Eldering	
	4	US- 6,314,419	11-2001	Faisal	
	5	US- 6,298,348	10-2001	Eldering	
	6	US- 6,289,353	09-2001	Hazlehurst et al.	
	7	US- 6,289,342	09-2001	Lawrence	
	8	US- 6,269,361	07-2001	Davis et al.	
	9	US- 6,134,532	10-2000	Lazarus et al.	
	10	US- 6,119,164	09-2000	Basche	
	11	US- 6,067,552	05-2000	Yu	
	12	US- 6,044,375	03-2000	Shmueli et al.	
	13	US- 5,933,822	08-1999	Braden-Harder et al.	
	14	US- 5,845,278	12-1998	Kirsch et al.	
	15	US- 5,778,364	07-1998	Nelson	
	16	US- 5,778,363	07-1998	Light	
	17	US- 5,619,709	04-1997	Caid et al.	
	18	US- 5,499,360	03-1996	Barbara et al.	
	19	US- 5,325,298	09-1994	Gallant	
	20	US- 4,839,853	06-1989	Deerwester et al.	
	21	US- Application 09/493,701	01-28-2000	Weissman, et al.	
	22	US 2002/0099700	07/25/2002	Li	
	23	US 2002/0165849	11/07/2002	Singh et al.	
	24	US 2003/0126235	07/03/2003	Chandrasekar et al.	

### FOREIGN PATENT DOCUMENTS

Examiner Initials *	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	† <sup>6</sup>
		Country Code <sup>3</sup> - Number <sup>4</sup> - Kind Code <sup>5</sup> (if known)				
	25	WO 00/79436	12/28/2000	Simpli.Com et al.		
	26	EP 1160686	12/05/2001	Godado.Com Ltd.		

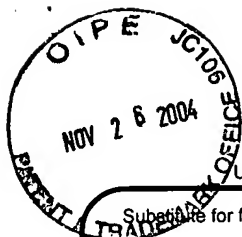
Examiner  
Signature

Date  
Considered

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.



Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number

Substitute for form 1449B/PTO

## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 2 of 2

### Complete if Known

Application Number	10/690,328
Filing Date	October 21, 2003
First Named Inventor	Elbaz, et al.
Art Unit	2171
Examiner Name	Unknown
Attorney Docket Number	53051/288071

### NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
	27	"Applied Semantics Launches Contextual Targeting Pay-For-Performance Ad Serving Solution", Applied Semantics - Press Release, Oct. 21, 2002, pp. 1-2, <a href="http://www.appliedsemantics.com/ne/ne_pr_102102.html">http://www.appliedsemantics.com/ne/ne_pr_102102.html</a>	
	28	"Applied Semantics Launches News Series to Power Publishing", Applied Semantics, Inc. - Press Release, August 13, 2002, pp. 1-2, <a href="http://www.appliedsemantics.com/ne/ne_pr_081302.html">http://www.appliedsemantics.com/ne/ne_pr_081302.html</a>	
	29	"Applied Semantics News Series," pp. 1-4, brochure, no date.	
	30	Chi et al. "Context Query in Information Retrieval", Proceedings of the 14 <sup>th</sup> IEEE International Conference on Tools with Artificial Intelligence, IEEE Comp. Soc. Vol. Conf. 14, November 2002, pgs. 101-106.	
	31	"CIRCA Technology Overview," Applied Semantics White Paper, July 2001, pp. 1-10.	
	32	"CONVERA - Products: RetrievalWare," printed 10/30/2003, <a href="http://www.convera.com/products/rw_precisions.asp">http://www.convera.com/products/rw_precisions.asp</a>	
	33	FELLBAUM, C., ed. "WordNet: An Electronic Lexical Database", Cambridge: The MIT Press, March 1998, pp. 117-127, 285-303. P325.5.D38W67 1998.	
	34	GELLER, M., "Quigo Signs Deal with Overture", <i>MediaDailyNews</i> , 08-13-2003, pp. 1-3, <a href="http://www.mediapost.com/dtts_dsp_news.cfm?newsID=215196">http://www.mediapost.com/dtts_dsp_news.cfm?newsID=215196</a>	
	35	KOLL, M.B., "Information Retrieval Theory and Design Based on a Model of the User's Concept Relations", Proceedings of the 3 <sup>rd</sup> Annual ACM Conference on Research and Development in Information Retrieval, 1980, pp. 77-93.	
	36	"Ontology Usage and Applications", Applied Semantics Technical White Paper, July 2001, pp. 1-15.	
	37	"Powerful Revenue Solutions for Online Publishers", Applied Semantics AdSense, pp. 1-2. brochure, no date.	
	38	TENGI, R.I., "Design and Implementation of the WordNet Lexical Database and Searching Software", in <i>WordNet: An Electronic Lexical Database</i> , Fellbaum C. ed., Cambridge: The MIT Press, March 1998, pp. 105-127.	
	39	"Verity Introduces Customizable Industry and Enterprise Taxonomies", Verity, 11/17/2003, pp. 1-2.	
	40	VOORHEES, E.M., "Query Expansion Using Lexical-Semantic Relations", Proceedings of the 17 <sup>th</sup> Annual ACM Conference on Research and Development in Information Retrieval, August 1994, pp.61-69.	

Examiner  
Signature

Date  
Considered

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Applicant's unique citation designation number (optional). \* Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 120 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.